Reply to Pre-bid queries

Date: 25/10/2025

Sub: Request for Proposal for Grant of Concession to Design, Develop, Operate, and Maintain Advertisement on Selected Piers & Portals of Purple, Green, Yellow, Pink & Blue Corridors of the BMRCL Network – Replies to pre-Bid queries- regarding.

Ref: 1. RFP No. BMRCL/PD/ADVT/PIERS&PORTALS/2025-26/06 DATED: 17/09/2025

2. Pre-Bid meeting held on 13th October, 2025

Pursuant to the Pre-Bid Meeting held on 13.10.2025, the following queries/requests received through mail/email/in writing and discussed during the meeting are compiled below along with BMRCL's responses. This Reply to Pre-Bid Queries shall form an integral part of the tender document and must be duly signed and sealed by the bidder, and submitted/uploaded along with all other bid submittals.

S. No	Clause No & Title	Page No in the tender document	RFP Text (as given)	Clarification/query sought by bidder	Suggested modification/s by Bidder	BMRCL's Reply
1	Clause 5.16 — Packaging of Corridors	-		The RFP mandates all five corridors to be combined as a single package. This creates a potential for monopolistic control and promotes unfair trade practices. It is recommended that the corridors be offered as multiple independent packages to ensure wider participation and competitive fairness.		It is clarified that with the formation of the Greater Bengaluru Authority (GBA), it was carefully examined and decided that offering a single consolidated package would be in the overall best interest of both the bidders and BMRCL, as it ensures uniformity in panel design, content display, and compliance across all corridors. The tender structure also facilitates streamlined administrative approvals and coordination under the respective City Corporations. Hence, the tender condition shall prevail.
2	Clause 5.17(i) — Inclusion of Non-Operational Corridors Tenders should only be invited for corridors that are currently operational, namely	-		The Purple, Green, and Yellow lines. The inclusion of Pink and Blue lines, which are still under construction, is premature. These should be tendered separately after the completion of civil works, through a separate RFP. The non-operational corridors, which are included at this stage gives an impression that to promote monopolistic control and to favour single party.		While it is a fact that the said two lines are still under construction, it is also clarified that these Lines are in advanced stages of completion and are expected to be commissioned shortly. Inclusion of these corridors at this stage is intended to ensure continuity, uniformity of design, and operational ease across the entire metro network once commissioned. This approach also avoids the need for multiple fragmented tenders in a short span. Hence, the tender condition shall prevail.
3	Clause 6.2(i) —	-		The clause requiring 4 lakh sq. ft. of		BMRCL has examined the suggestion

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	Restriction on Commercial Media Experience			commercial media experience exclusively from a single contract involving piers, portals, and cantilevers is overly restrictive. This appears to unduly favor certain entities, thereby limiting fair competition. It is proposed that the required experience be broadened to include all Out-of-Home (OOH) formats including media related to Metro Rail, PPP models, Government Bodies, and Airports. This helps many top media owners to participate and offer competitive price instead of a single party.		and clarifies that the eligibility condition does not require the 4,00,000 sq.ft. experience to be from a single contract. The RFP clearly specifies that the bidder must have handled advertising over an aggregate area of at least 4,00,000 sq.ft. in any one financial year during the last three financial years (FY 2022–23, FY 2023–24, and/or FY 2024–25). Accordingly, the tender condition shall prevail.
4	Clause 6.2 (ii)	-		The bidder must have executed LED / Backlit installations totalling at least 1.2 lakh sq. ft. under a single project within the last three years, specifically in Government Departments, PSUs, or Metro Rail------ This condition appears unduly restrictive and exclusionary, potentially eliminating several reputed and experienced outdoor media firms that have executed large-scale projects across diverse clients and formats. The restriction to a single project of a particular format within a specific sector (Govt./PSU/Metro) does not reflect the actual expertise required for this scope of work. The clause treats Backlit installations as a technologically advanced format, which is incorrect. Backlit structures are simple illuminated display boxes, commonly used across retail and urban environments, requiring no special or complex technology. The tender already mandates a minimum experience of 4 lakh sq. ft. across all OOH (Out-of-Home) formats, which sufficiently ensures the bidder's experience and capability. The specific 1.2 lakh sq. ft. requirement for LED/Backlit under one project is therefore redundant and appears to favour a single party with access to such narrowly defined experience. It is strongly recommended to delete Clause 6.2(b) and instead stipulate that bidders must have successfully executed a minimum of 4 lakh sq. ft. of outdoor advertising installations (of any OOH format) during the last three years. This would ensure wider participation and fair competition while maintaining adequate quality		It is clarified that in order to encourage wider participation the words "under a single project" in Clause 6.2 (ii) stand deleted. The requirement for bidders to have executed multiple formats including LED / Backlit installations totaling at least 1.2 lakh sq.ft. within the last three financial years, in Government Departments, PSUs, or Metro Rail, shall remain unchanged. Hence, the tender condition, as modified above, shall prevail. Please refer also under Addendum / Corrigendum sl. No. 3

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				and experience standards.		
5	Clause 6.6	-		The bidder shall submit copies of valid Registration Certificates from the appropriate authority as proof of statutory compliance.- The requirement for submission of Registration Certificates issued by the Greater Bengaluru Authority (GBA, formerly BBMP) presents a practical difficulty. The renewal and issuance of these certificates have been pending since 2016-17, the delay in issuance of renewed certificates is purely administrative and beyond the control of bidders. Requiring a currently renewed certificate under such circumstances would unfairly disqualify otherwise eligible and compliant bidders who has already fulfilled their obligations by applying for renewal. BMRCL may kindly take cognisance of the current situation and allow submission and Alternatively, the clause may be relaxed for this tender, excluding the requirement for submission of the registration certificate until such time the GBA (formerly BBMP) resumes issuance of renewed licences.		BMRCL has received clarification from GBA (formerly BBMP) that the renewal is not on hold and the bidders can apply and get the registration from the respective city corporation.
6	Clause 8 and sub-clause 8.8.1 of the RFP.	-		Clause 8 and sub-clause 8.8.1 of the RFP assign a greater weightage to the Technical Score (St) over the Financial Score (Sf), in a ratio of 70:30 respectively. However, it has been observed that the criteria for determining the Technical Score ("St") appear to be structured in a manner that may unduly favor certain pre-identified or select media owners. This raises concerns regarding fairness, transparency, and equal opportunity for all bidders. Assigning 70% technical weightage for a scope involving standard advertising display boards—essentially light boxes of restricted size—is disproportionate. Such weightage is appropriate only in tenders involving high-technology or engineering/manufacturing deliverables. Overemphasis on technical marks will artificially lower competition and reduce revenue potential, as commercial evaluation carries only 30% weightage.		The weightage for technical criteria has been kept at the percentage mentioned in view of the fact that longer Contract tenure & Bengaluru being a city known for its aesthetics and associated with brand Bengaluru, this conditionality ensures that the bidder will enhance the image of Bengaluru to be further heightened. Hence, relaxing this condition would compromise the quality of advertisement display along the said corridors. Therefore, the Tender conditions strike a fair balance between encouraging competition and ensuring that only capable bidders participate. Hence, the Tender condition prevails.
7	Clause 9.3 (a & b):	-		It is evident that BMRCL has floated this tender in accordance with the Advertisement Bylaws of the Greater Bangalore Authority (formerly BBMP Bylaws). This indicates that BMRCL is fully cognizant of the applicable regulatory		GBA has clarified that BMRCL should operate its tender Contract and city corporation reserves the right to regulate as per bye-law. Both agencies will operate parallelly.

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				framework while framing the tender norms. Hence, our genuine request may please be considered for fair participation in the esteemed tender called by BMRCL. The modifications in the tender may please be notified through an addendum at the earliest. By and large many clauses been added in the RFP which allows participation of only one company. Top 5/6 media companies in the Country denied of the opportunity to participate and offer their expertism and competitive licence fee. In fact BMRCL successfully conducted the tenders for display of advertisements in the past without having such stringent clauses. In view of this, we recommend that BMRCL adopt a "Single Window System" for obtaining all statutory approvals, instead of involving GBA separately in the approval process in order to avoid redundant bureaucratic procedures and delays. It is further noted that in all previous tenders issued by BMRCL for advertisement displays on Piers and Portals, a similar Single Window System was successfully followed for statutory clearances and permissions.		Hence, tender condition prevail.
8	Clause 3 General Provisions (Point No. X, Page No. 07 of BBMP Advertisement Bylaw)-			"Provided that, the advertisement revenue generated from BMRCL assets on BBMP roads shall be shared equally between BBMP and BMRCL: Provided further that the right to display any advertisement visible from the public streets or roads, including on properties of any Public Sector Unit or Government owned agency, shall be assigned only by BBMP and through public auction/tender specified in these bye-laws and the advertisement fee thereof shall be fully payable to the BBMP. The agency or the Public Sector Unit or the department, if it so permits, is at liberty to collect Ground Rent for allowing use of their properties for advertisement, after approval and assignment by the BBMP. "Related BMRCL RFP Clauses: Clause 11.3(a) Section 12A - Statutory Dues and Concession Fee (Clause 12A (I) (5))These clauses stipulate that the Concessionaire shall pay statutory dues, advertisement taxes, GST, etc., to respective authorities, in addition to the Concession Fee payable to BMRCL.In light of the above, we seek BMRCL's official		GBA has clarified that on the revenue earned from this advertisement Tender shall be shared between BMRCL and city corporations. By their clarification it is understood that there is no additional amount to be paid to city corporations. However, the bidders shall assess applicable taxes.

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				clarification/confirmation on Whether any separate Advertisement Fee is payable to GBA (formerly BBMP) by the Concessionaire, considering that the concession rights are already governed and licensed under BMRCL through this RFP.This clarification is crucial for prospective bidders to accurately determine their financial obligations and to ensure there is no duplication of payments to multiple authorities for the same advertising rights.We request that BMRCL issue a formal clarification in this regard by way of addendum at the earliest.		
9				It has become a general practice across various Government Departments to adopt an online bidding system for tenders. In particular, Indian Railways has implemented this system effectively for several years. We therefore suggest that BMRCL also consider adopting an online bidding process for this tender, wherein bidders qualifying in the Technical Evaluation stage may participate in the Online Financial Bid, and the highest bidder may be declared as the successful Concessionaire.		BMRCL is following a transparent process by advertising in the KPP (Online) Portal and following due Tender process under QCBS method for the selection of the successful concessionaire.
10				Further, with respect to Corridor-V (Blue Line - Phase 2A & 2B), covering the stretch from Silk Board - K.R. Puram - Airport, we wish to highlight that the section from Esteem Mall up to Sadahalli Signal on Airport Road passes through National Highway limits. As per our understanding, National Highway Authorities (NHAI) generally impose restrictions on installation of commercial advertisements visible from the main carriageway, citing reasons such as driver distraction and road safety. We have also observed that in other cities such as Cochin and elsewhere, permissions for installation of advertisements on piers and portals located along National Highway corridors were not granted by the respective NHAI authorities. Hence, we request BMRCL to kindly clarify whether such restrictions from NH Authorities would apply to the concerned stretch of the Blue Line, and whether necessary permissions		Regarding permission to exhibit on National Highways, Regional Officer, NHAI-Bengaluru, has telephonically informed that they agree in-principle, however the written confirmation is expected in the meantime the bidders can proceed accordingly. In case there is any prohibition for any pier or portal, for whatsoever reason prorata rebate will be given.

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				for advertising on piers and portals along NH limits have been obtained or will be facilitated by BMRCL.		
11				Clause 6.2: In continuation of our earlier queries on this clause, we wish to emphasize that the stringent eligibility norms prescribed under this clause may discourage prospective bidders anddampen participation in the tender process.It is pertinent to note that similar conditions were not imposed in the recent Inside Station Advertisement Tender (February 2025) and the Train Wrapping Tender (June 2025) issuedby BMRCL.We therefore request BMRCL to review and suitably relax Clause 6.2 in the forthcoming addendum, so as to encourage broader participation and maintain fair competition amongbidders.		Eligibility criteria can differ based on specific assignment and it is not necessary to mirror those of other tenders. In the example given of the indoor advertisement and train wrapping, the area were limited for the respective stations and in the train. In the instant case the area offered runs to several lakhs square feet and therefore the conditions prescribed for the outdoor tender will obviously be different from the conditions prescribed for the indoor advertisement tender / train wrapping. Hence, the Tender conditions prevails.
12	Clause 6.2 (ii)	34	The Bidder for the Technical Capacity must also have undertaken the installation of LED, backlit, or a combination thereof, display boards covering below mentioned square feet **as under in a single project** within any Government department, PSU, GBA, Metro Rail, or Urban Local Body during any one year of the last three financial years. This is derived as 30% of the minimum advertisement experience. i.e. 1,20,000sqft.		We would like to mention that requirement of 1,20,000 sq.ft. of advertisement experience for only LED, Backlit, or combination of these and that too under a single project is very restrictive. We are afraid this will limit the participation to only one or two bidders and would be a loss to BMRCL. We also believe this condition is anti competitive and may give unfair advantage to few parties. We would also like to mention that most of the media (LED/LCD, Backlit) exist at premium locations including Airports and Metros and such media is scattered across multiple projects. Therefore **we strongly recommend allowing cumulative installations experience across multiple projects instead of a single project**.	Please refer Sl. No. 4
13	Clause 8.5 c (Technical criteria)	53	Experience in metro rail Piers and Portals advertisement boards. Exhibited upto1000 piers and portals - 5 marks Exhibited between 1001 to 1500 piers and portals - 10 marks Exhibited more than 1501 piers and portals - 20 marks		Advertisement boards in metro rail piers and portals are restricted in major cities like Mumbai and Delhi duly to respective outdoor advertisement guidelines. Also, advertisement on metro piers and portals were banned in Bengaluru during last few years. The same is present in only 2-3 cities across the country. Therefore it is suggested to broaden the scope of this clause to	The Metro Rail civil structure are crucial for running the metro rail system. Extreme care needs to be taken to ensure that the piers and portal are not damaged during the fixing of the panel boards to both the piers and portal. This would require considerable experience in devising a steel belt / bracket to hold in place the panel

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					"Experience in any format of metro advertisement." Advertisement boards inside metro stations or any other transit formats like Airports shall also be considered to demonstrate technical capability. Also, since Clause 6.2 (ii) requires experience of installation of media, we suggest the same for this clause (8.5 c point 5) as well. It shall not be limited to only exhibition of media units.	boards. Therefore, the design of the panel board prescribed ensures that the safety of the structure. Therefore, this condition has been put to ensure that the bidders with maximum exposure to advertisements on metro piers and portal are given sufficient weightage with the view to ensure structural safety of the metro piers and portal. Hence, the Tender condition prevails.
14	Clause 8.5 c (Technical criteria)	53	Advertisement of backlit boards, or billboards, or LED or LCD or a combination of all in any one year during the last three years ending 31st March, 2025	We would like to understand the rationale for having experience of more than 24,00,000 sqft to get full marks in Technical proposal.	Since payment of lease rental per annum required (as per clause 8.5 c point 6) is 15 cr for maximum marks (which is less than 30% of the Minimum concession fee for this project), we suggest the similar multiplier shall be used for required experience of advertisement display area. If this project requires 3,69,000 sq. ft. display area, point 4 of clause 8.5 c shall be modified accordingly. **For maximum marks, advertisement experience should not be more than 4,00,000 sq. ft.**	The 4,00,000 sq. ft. criteria under this clause is the base evaluation criteria however, bidders with higher experience in advertisement business would get higher weightage as BMRCL is expecting to select a bidder with adequate experience in outdoor advertisement. Hence, the tender condition prevails.
15	Clause 1.15	11	Last date and time of submission of the bid is 23rd Oct., 2025		Considering the vast scope of the project, quantum of queries sought, stringent requirement of technical proposal and the ongoing holidays/ festive season, we sincerely believe that the current timeline is too less to allow us to evaluate and prepare in depth. Hence **we request that the bid submission deadline may be extended by atleast 3 - 4 weeks.**	This has been considered and the last date for submission of the bids is extended to the 31st of October 2025 by 5:30 PM. Consequently the bids will be opened on the 3rd November, 2025 at 11 AM. Please also refer Addendum / Corrigendum No. 2.
16	Section 4 (ee)(f)	23	Material Breach shall mean and include : undergo any change in ownership or control without prior written approval of BMRCL		Since change in ownership or control is the internal matter of a Bidder, it is suggested that the same shall be informed to BMRCL. Therefore we suggest to revise the definition to: **Material Breach shall mean and include : undergo any change in ownership or control without prior written information to BMRCL**	Tender condition prevails.
17	Clause 8.8.1	56	Evaluation: will be on Quality and Cost Based Selection (QCBS). The weightage for Technical Score and Financial Score is 70:30 respectively.		We sincerely believe that Eligibility criteria and Technical evaluation as per this RFP is very restrictive and would limit the competition. Since the evaluation has only 30% weightage to Financial score, we are afraid it may lead to loss of revenue to the	Tender condition prevails.

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					BMRCL. **Therefore, we suggest to keep eligibility and technical evaluation as shortlisting criteria only and evaluation shall be based only on financial proposal**. This would definitely help BMRCL in maximizing their revenue.	
18	Clause 3.4 (b) & (c)	18	Obtaining all requisite approvals, permissions, and concessions from GBA and other statutory authorities.	Confirm if approvals from GBA & BMRCL are required only at the time of site installation or also for each campaign execution. There are a few locations that fall under the National Highway jurisdiction. We would like to seek clarification on whether a separate permission will be required from the National Highway Authority, or if BMRCL will be obtaining the necessary clearances for those stretches that come under the NH authority	All requisite approvals, permissions, and concessions from GBA and other statutory authorities shall be taken by BMRCL	It has been clarified by GBA that the respective city corporation will give all the relevant license and permissions as GBA does not have statutory authority and role and will not be able to give any approval. Regarding permission to exhibit on National Highways, Regional Officer, NHAI Bengaluru has telephonically informed that they have agreed in-principle, however the written confirmation is expected in the meantime the bidders can proceed accordingly. In case there is any prohibition for any pier or portal, for whatsoever reason prorata rate will be applicable.
19	Section 11.3 B	77	Payment of stamp duty for execution of concession agreement, if required, shall be borne by the selected bidder	Kindly provide all details for stamp duty	It is suggested that it should be borne by BMRCL as well as the concessionaire equally.	The concession agreement shall be on stamp paper and the registration fee shall be borne by the concessionaire. Tender condition prevails.
20	Section 4 (kk) – Tax	23	'Tax' includes all taxes, fee, cesses, levies payable by the Concessionaire under Applicable Law.	Kindly provide details of all applicable taxes and levies.	It is suggested that all taxes including municipal taxes, statutory dues etc, other than GST, shall be borne by BMRCL	It is clarified that all taxes, levies, or fees payable to statutory authorities including GST, etc., as applicable, shall be borne by the concessionaire. The tender condition shall prevail.
21	Clause 5.17	29	Condition precedent for Pink and Blue Lines – rights extend once corridors are structurally ready.	Kindly provide the expected operational as well as rights handover date of Pink and Blue line. Would it be along with commencement of operations of metro, or Piers and Portals can be handed over before the commencement of metro operations.		The expected date of revenue service depends upon the approval from CMRS and therefore a safety process is involved in the commencement of the lines. However, to mitigate any financial obligation during this period the successful bidder will be issued NTP only after the clearance from CMRS. Hence, The tender condition shall

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						prevail.
22	Annexure 1	156	Annexure – 1: Details of advertising spaces offered for licensing	Kindly provide the details of media units available in Corridor IV and Corridor V (similar to how it has been provided for other Corridors).		In the Tender document the approximate media boards at Corridor IV and Corridor V are mentioned in Section – 5 Table 8 & Table 9.
23	Clause 9.3 I	64	The minimum area chargeable for concession of outdoor advertising on the five corridors shall be 3,69,640 Sq. Ft.		It is suggested that Concession Fee shall be charged on higher of Actual utilised area or minimum area chargeable as per clause 9.3 i.	In respect of package of Corridor I, II & III as mentioned in Section – 5 Table 5, 6 & 7, the minimum area have been specified for which the accepted bid amount will be calculated on a pro-rata basis. This is because in corridors IV & V, the actual extent of space mentioned in the tender document is an approximate area to give an idea of the extent of the area available across five corridors to offer the bid amount. However, it may be noted that in all the Corridors there could be additional areas available along the piers & portals for which BMRCL shall increase the concession fee on prorata basis. Therefore, if the total area exceeds 3,69,640 sq. ft. then the successful bidder is obliged to pay on prorata basis for the difference over and above the accepted bid amount.
24	Section 8 A, 3 (O)	62	Ensure that concession fee shall commence either upon display of commercial advertisement or post-fit-out period (180 days), whichever is earlier.	In case display of commercial advertisement starts before fit-out period, Concession Fee shall be applicable (on pro rata basis) only on the display area where commercial advertisement has started. Please confirm.		The tender condition prevails.
25	Insurance (Clause 5.18)	47	The Concessionaire shall procure comprehensive insurance at its own cost, failing which it will be breach.	Specify minimum insurance coverage types and values (public liability, fire, third-party, etc.) to ensure uniformity in bidding.		The concessionaire shall procure all the insurances that are required for cover for all types of liabilities in the performance of this contract.
26	Clause 6.6	38	Statutory Compliance :The Tenderer shall be required to submit with his tender the copies of registration with appropriate authorities i.e. Registration as per the BBMP Advertisement Byelaws 2024		Since registration as per BBMP Byelaws are on hold as of now, we suggest that successful bidder should be allowed to register as per BBMP Byelaws post awarding of contract and not set as a prerequisite of the contract	GBA has informed that registration under the GBA Bye-laws are not on hold and the bidders can apply and get the same from the respective city corporation. Also refer Sl. No. 5 above. Hence, tender conditions prevail.

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27	Clause 9.7 a.	69	For electric power requirement at advertisement panels BMRCL will not spare its own power supply and Concessionaire has to arrange at its own cost. In case power supply from BESCOM is obtained, NOC shall be issued by BMRCL. The Concessionaire shall follow the below mentioned guidelines while commissioning power supply.		It is suggested that BMRCL should take the additional supply required and provide it to the concessionaire at the prevailing market prices.	Tender conditions prevail.
28	Annexure 1	91	Annexure – 1: Details of advertising spaces offered for licensing	Piers located below the stations have not been included in the list of media mention in this RFP. Please clarify whether these piers will be covered under this tender or if a separate tender will be floated for the associated media opportunities.		If the station piers are available for display the same shall be given on pro rata basis.
29	Clause 8.5 c (Technical criteria)		Advertisement of backlit boards, or billboards, or LED or LCD or a combination of all in any one year during the last three years ending 31st March, 2025 4,00,000 sqft to 12,00,000 sqft : 6 marks 12,00,000 sqft to 24,00,000 sqft: 7 marks > 24,00,000 sqft: 8 marks	Since payment of lease rental per annum required (as per clause 8.5 c point 6) is 15 Cr for maximum marks (which is less than 30% of the Minimum concession fee for this project), we suggest the similar multiplier shall be used for required experience of advertisement display area. If this project requires 3,69,000 sq. ft. display area, point 4 of clause 8.5 c shall be modified accordingly. For maximum marks, advertisement experience shall not be more than 4,00,000 sq. ft.	Advertisement of backlit boards, or billboards, or LED or LCD or a combination of all in any one year during the last three years ending 31st March, 2025 2,00,000 sqft to 3,00,000 sqft: 6 marks 3,00,000 sqft to 4,00,000 sqft: 7 marks > 4,00,000 sqft: 8 marks	Please refer Sl. No. 14
30	Clause 8.8.1		Evaluation: will be on quality and cost based selection (QCBS). The weightage for Technical score and Financial score is 70:30 respectively	We sincerely believe that Eligibility criteria and Technical Evaluation: as per this RFP is very restrictive and would limit the competition. Since the evaluation has only 30% weightage to financial score, we are afraid it may lead to loss of revenue to the BMRCL.	Therefore, we suggest to keep eligibility and technical evaluation as shortlisting criteria only and evaluation shall be based only on financial proposal. This would definitely help BMRCL in maximizing their revenue.	Please refer Sl. No. 6
31	**Implementation Period (Fit-out Period)**	12, 192	"Concession fee free Fit out period **180 days** from the date of issuance of NTP.". "Fit-out Period Refers to the period of **180 (one hundred eighty) days** from the date of issue of NTP, during which the Concessionaire is permitted to install, configure, and make operational their advertising infrastructure, without payment of Concession Fee."	The Period given for the concession fees free needs to be subject to the approval of all the external authorities Also we request to secure the **necessary approvals prior to the allotment of the tender from BMRCL from all requisite authorities**	We request your esteemed office to kindly obtain all necessary permissions from the concerned authorities for the areas falling under the purview of the Metro and the proposed display panels under this tender. This will help save considerable time for both the Authority and the Concessionaire, ensuring that the concession period commences as scheduled.	The obligation of obtaining necessary permission from the concerned authorities lies with the Concessionaire. Hence the tender condition prevails.
32	**Commencement Period / First Billing**	12, 74, 158	"Concession Fee shall commence either from (i) **the date of first commercial display** or (ii) **181st day from the date of NTP** whichever is early.".	Request clarification on how BMRCL determines and documents the 'date of first commercial display'.		The "date of first commercial display" refers to the date on which advertisements are first displayed on any approved media space generating commercial revenue. While taking

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						approval for the first time, the concessionaire shall also to mention in the application the date from when, from which pier/portal the display will happen. This date will be determined as the date of first commercial display. This serves as the official record for commencement of Concession Fee. If no commercial display is made within 180 days from the date of NTP, the Concession Fee shall automatically commence from the 181st day, irrespective of display. However, it may be noted that the above response applies from the date of issue of NTP.
33	**Delay/Rejection due to External Authorities**	63	"**Any delay, rejection, or revocation of licenses by GBA or other authorities shall not be a ground for relaxation of the obligations** under this RFP or the Concession Agreement, nor shall it affect the payment obligations of the Concessionaire towards BMRCL."	What will be the procedure or consideration in case external or third-party authorities delay the issuance of permissions, disrupt the installation work, or impose any directives or restrictions affecting the execution of the project?	To ensure fairness and practicality, we request that the clause be revised to reflect that in cases where delays or obstructions occur due to denial or delay of permissions, or interventions by third-party or external authorities, the Concessionaire shall not be held responsible. Such situations make it impossible to complete installations and commence business operations, and therefore starting the rental or concession period under such conditions would not be viable or equitable. We suggest that: 1. BMRCL may take responsibility for securing all requisite permissions from the concerned authorities. 2 The Concessionaire shall provide all necessary documentation, drawings, and DPR-related materials to support the permission process. 3. The implementation period should commence only after encumbrance-free handover of the approved sites. 4. Any third-party disruptions or delays should be treated as valid grounds for extension of timelines and non-applicability	The prospective bidders are requested to go through the clause 9.4, 9.6 which details the approval process. If this process is adhered then there should be no delay in the issuance of permission disrupting the installation work. Hence delay will not be condoned. It is also clarified that the concessionaire shall be responsible to take permission from the concerned authorities. Where ever required & BMRCL is authorized, it shall issue NOCs to the respective agencies.

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					of penalties for the Concessionaire.	
34	**Non-Availability of Sites (Operational Corridors/Rebates)**	64	"The Concession fee shall be payable for the entire lot for the Corridors, **irrespective of whether the Concessionaire utilize advertisement space** as per Annexure – 1 or not."	Is there any provision or exception for rebate or compensation if BMRCL or any other authority restricts access to the media locations due to development works, emergency works, or operational necessities or any government mandate for an extended period?	We request that suitable exceptions or rebate provisions be included for such cases, as temporary restrictions or obstructions are more likely to occur in outdoor media environments. This will ensure fairness to the Concessionaire in situations beyond their control.	This situation may not arise as the piers and portals will be handed over only when the site is completely ready and on the issue of NTP. However, if such situation arises, it will be considered on a case to case basis and on pro-rata basis only.
35	**Non-Availability of Sites (Future Corridors)**	29, 64	"The Concession Fee for the Pink Line and Blue Line assets **shall become payable only upon the commencement of commercial advertisement displays** on the respective stretches..."."The Concessionaire shall not be entitled to any compensation or extension in tenure for delays arising out of non-readiness, regulatory clearances, or CMRS approvals for Pink or Blue Line corridors."	Given that delays due to CMRS/regulatory issues grant no compensation/extension, if BMRCL takes more estimated time to complete and commission Phase 2A/2B (Blue Line), is the Concession Period for that specific line automatically shortened? Also if during the concession period if any sites / locations are removed / curtailed / kept on hold due to any technical reason the same will be charged or any exception for the case to case basis?	We request to provision for fair evaluation as in outdoor scenario such issued are more likely to happen and the RFP and Agreement must have the provision for the relevant relief subject to the justified reasons.	The Concession Period for the Pink Line and Blue Line will remain as stated in the Concession Agreement and will not be extended or adjusted due to delays related to statutory, regulatory, or CMRS approvals. Bidders are expected to consider these factors when preparing their implementation schedules and financial proposals.
36	**Force Majeure**	83, 199	"A 'Force Majeure' event refers to any event or circumstance beyond the reasonable control of the affected party...". "If the Force Majeure event continues for a period exceeding ninety (90) consecutive days, either party may initiate a discussion for termination or renegotiation...". "Termination... shall not result in the payment of any compensation or damages... except for the dues payable by the Concessionaire to BMRCL for the period until the Force Majeure event commenced.".	Does a prolonged, city-wide power outage or infrastructure failure that halts all metro operations for more than 90 days qualify for Force Majeure relief?	Please explain in breif	A city-wide power outage or a temporary suspension of metro train operations does not qualify for Force Majeure relief under this concession, as the advertising assets are outdoor and function independently of train services. The Concessionaire is responsible for arranging and maintaining power or backup solutions (such as diesel generators, batteries, or solar) to ensure display continuity. Obligations, including the Concession Fee, continue even if displays are not illuminated due to a grid outage.
37	**Contract Period**	12, 73	"Duration of Concession Agreement **12 years**... The Concession duration may be extendable up to maximum period of **3 years** on mutual agreement". "Concession Period" means the period of the agreement... commencing from the date of execution of the Concession Agreement.".	The Contract period shall start from the first date of commercial Display instead of execution of agreement	The Contract period shall start from the first date of commercial Display instead of execution of agreement	Tender conditions prevail.
38	**Packages**	7, 17	"The concession of Outdoor Advertisement Rights on selected piers and portals of **5 (five) BMRCL corridors under a single bid**".	Confirm that no splitting of corridors or line sections into separate packages (e.g., Package A, Package B) is currently permitted for bidding purposes.	We request to provision for adding all the upcoming corridors under this single bid	Please refer Sl. No. 1
39	**Payment Terms**	12, 59	"The Annual Concession Fee quoted... shall be paid in advance in **half yearly**	The Half yearly payment of such huge concession shall not viable for the business plan	Requesting to keep the Concession fees, which can be paid monthly in advance.	This suggestion has been examined carefully and instead of half-yearly

S. No	Clause No & Title	Page No in the tender document	RFP Text (as given)	Clarification/query sought by bidder	Suggested modification/s by Bidder	BMRCL's Reply
			installments.". "The first half yearly Concession Fee payment shall be made in advance within the completion of 180 days from the date of NTP".			advance payment the term will be Quarterly advance payment. **Refer Addendum / Corrigendum No. 3**.
40	**Escalation in Concession Fees**	11, 59	"annual increase by **5% (five percent) compounded annually**,". "commencing from the date of execution of the Concession Agreement".	The 5% escalation is mentioned in the RFP; however, clarification is requested on whether this escalation will be calculated from the third year of the contract period (including the completion and commissioning period of this RFP project). Considering the time required for completion of installations, handing over of the remaining piers to the Concessionaire, and the requisite period needed to market the media inventory to national and international advertisers, please confirm the escalation applicability.	We request that the escalation be implemented from the **third year** onwards, considering the project completion, handover, and market stabilization period.	Tender conditions prevail.
41	**Media Allowed (LED/Backlit)**	19, 34, 61	"Digital Panel means an electronic screen, typically **LED-based**... Static Panel means a non-electronic board...". Bidders must have experience installing "LED, **backlit**, or a combination thereof, display boards". "LED or any other energy saving devices confirming to BEE standards should be used".	Confirm that the use of high-definition LED displays does not contradict any GBA/BBMP Advertisement Byelaws regarding brightness/luminance standards.	We request to please keep the provision to use all kind of media format which are available also most like to to be introduced in the market in future , we also suggest also to allow the colour thematic designs on the pillars and peirs for more vibrant experience using the same.	It is clarified that all types of media formats currently available, as well as those that may be introduced in the future, may be used provided they are approved by GBA under the Advertisement Byelaws 2024.
42	**Suggested Sizes (Piers)**	91, 122, 123	"Piers... Advertisement Board Size... Height (ft): **9**, Width (ft): **4**, Total (sq.ft.): **36**". "The total area of the single box (including frame) shall be = **44 sq.ft. maximum**.".	Please confirm the permissible outer frame size for the pier board, given the advertisement area is 36 sq. ft. and the maximum box size is 44 sq. ft.	The Sizes Given are not viable for the estimated revenue by the BMRC. The sizes needs to be adaptable to the available wall / surface size on the Peirs / portal and Pillars	Tender condition prevails
43	**Suggested Sizes (Portals)**	91, 123	"Portals... Advertisement Board Size... Height (ft): **8**, Width (ft): **15**, Total (sq.ft.): **120**".	Confirm the specific pro-rata calculation method to be used if the Concessionaire utilizes the additional advertisement area available on the portals.		Please refer Sl. No. 23
44	**6.2 Minimum Technical Capacity:** **Table – 12 Technical Score (TS)**	34, 53	Experience in metro rail pier and portal advertisement boards. Exhibited Exhibited more than 1501 piers and portals.	Considering the current Out-Of-Home (OOH) market across the country, very few bidders possess experience specifically with **1000–1500 piers and portals and LEDs in metros and** only few such media units are under PPP contracts. Many potential bidders have significant experience in operating metro station concessions, public conveniences, and other large-scale metro advertising operations, which demonstrate structurally stronger business and operational capabilities.	We request to consider that assigning marks solely based on pier and portal experience may unfairly disadvantage otherwise capable bidders with substantial metro advertising expertise. Therefore, we request that this criterion be revised to consider the overall Transit advertising, including the metro advertising experience, rather than limiting it to **piers and portals and LED screens** alone. This would allow a fairer evaluation of bidders with proven operational capacity	Please refer Sl. No. 13

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					and business experience in the metro OOH segment this should also cater the clause number 6.2 (i) and (ii)	
45		34, 53	**6.2 Minimum Technical Capacity:Table – 12 Technical Score (TS)** Experience in metro rail pier and portal advertisement boards.Exhibited Exhibited more than 1501 piers and portals.	Considering the current Out-Of-Home (OOH) market across the country, very few bidders possess experience specifically with **1000–1500 piers and portals and LEDs in metros and** only few such media units are under PPP contracts. Many potential bidders have significant experience in operating metro station concessions, public conveniences, and other large-scale metro advertising operations, which demonstrate structurally stronger business and operational capabilities.	We request to consider that assigning marks solely based on pier and portal experience may unfairly disadvantage otherwise capable bidders with substantial metro advertising expertise. Therefore, we request that this criterion be revised to consider the overall Transit advertising, including the metro advertising experience, rather than limiting it to **piers and portals and LED screens** alone. This would allow a fairer evaluation of bidders with proven operational capacity and business experience in the metro OOH segment.this should also cater the clause number 6.2 (i) and (ii)	Please refer Sl. No. 13
46	7.6 SUBMISSION OF BIDS			Request for Extension of Tender Submission Timeline: Considering the above-requested changes and the limited time available after the pre-bid meeting, there will be very little time for bidders to: Evaluate the tender terms comprehensively, Conduct on-site surveys across the vast geographic area, and Prepare a detailed technical proposal and business plan.	To ensure a fair opportunity for all bidders to submit comprehensive and well-prepared proposals, we request that the tender submission timeline be extended to **one month from the current submission date**. We believe this extension is essential for maintaining a fair and competitive bidding process.	Extension has been provided up to 31st October 2025, no further extension shall be provided.
47					All 5 Corridors have been combined as part of single bidding process. This approach will inevitably lead to a monopolization by single media owner since, as specified the entire available media parcel would be allotted to single party who wins the tender. As you might be very well aware that monopoly always leads to unfair trade practices and will be huge disadvantage for the final consumer of the medium, the brands. Therefore we request and suggest that the RFP should split into smaller multiple units thus provide opportunity to a larger cache of media owners to participate, win and operate the media.	Please refer Sl. No. 1
48					We would also suggest that the corridors which are ready and in use should only be part of this RFP and allotted for commercial	Please refer Sl. No. 23

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					utilisation e.g. Purple, Green and Yellow. Balance 2 corridors Pink and Blue and blue lines which are still not operational should be tendered as part of separate RFP subsequent to their being operational.	
49	Clause no: 6.2				Clause no: 6.2-Indicates that the bidder should have minimum 4,00,000 sq. ft area of commercial media experience is only for portals, cantilevers, poles, which is an anomaly. The experience should be sought for in all formats of OOH advertising formats e.g. Digital OOH media, Metro transit media, Media allotted by Municipal Corporations and other government bodies, Airports Railways. This should cover all formats relevant to OOH i.e. Unipoles, Hoardings, Cantilevers, Bus shelters, Foot over bridges, DOOH etc.	Please refer Sl. No. 3
50	clause 6.2 B				Under the clause 6.2 B- an additional experience of LED/ Backlit of minimum 1,20,000/- sq. ft any one year in the last 3 financial years with a single contract has been sought. This is an onerous, repetitive and may perhaps be termed as discriminatory, as it would exclude even some of the largest respected media owners in the country who already have a vast experience in operating media across airports and metro stations across the country. A minimum 4 Lakhs Sq. ft of an umbrella experience has already been specified across all formats of OOH advertising including LED/and Backlit., hence the clause 6.28 seems repetitive and irrelevant. Therefore we suggest that clause no: 6.2 B should be dropped.	Please refer Sl. No. 4
51	Clause 8.8				Clause 8.8 Evaluation of Financial Proposal - 8.8.1 Bid Scores: Have given more weightage given to technical marks than financial. However the technicalities are skewed towards being unreasonable. There is a strong concern that the RFP seems to have been designed tailored to favor particular potential OOH concessionaire, at the expense of others. We do hope that is not the case, as it will severely restrict he field of participation excluding almost the entire OOH industry. This does not allude	Please refer Sl. No. 6

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					fair practices, since it would lead to exclusion of most the major players.	
52					As per Karnataka govt rules for any RFP there is quota has to be given for schedule cast and schedule tribes which is not part of this RFP, so this tender documents is not as per state low.	BMRCL has reviewed the observation. It is hereby clarified that the current tender relates to the award of a concession for commercial advertising rights. This arrangement constitutes a revenue-sharing or license-based agreement, rather than a works contract or procurement of goods and services. The Government of Karnataka's reservation provisions for Scheduled Castes and Scheduled Tribes (SC/ST) are implemented in public works contracts and procurement tenders according to the Karnataka Transparency in Public Procurements (KTTP) Rules, 2000, and applicable government notifications. These provisions do not apply to concession-based or revenue-sharing tenders, where BMRCL receives revenue instead of purchasing goods or services. This RFP fully complies with all relevant laws and State Government policies.
53					We also would like to request the authority to give at least 2 lines propriety for Karnataka local media agencies.	Tender conditions prevail.
54					Joint ventures and Consortiums are one of the key means to acquire new technologies and modern best practices apart from generating finance required for such a large project. This approach has been extremely successful in a in various government projects in advertising including Airports, where the JV partners have made substantial qualitative difference in terms display quality and technology. Our sincere request that the joint ventures and consortium should not be excluded. IOAA is an internationally affiliated body with partners across the globe and the endeavour is to bring higher standards to OOH in India, hence we are repository of latest technology and best practices prevalent around the world. We would be grateful if we you could allow us a meeting at your	Tender conditions prevail.

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					convenience, so that we can introduce our capability and possibly help BMRCL to fix benchmarks of global standards so that a world class advertisement display is implemented	
55	Clause-1.14, t.l4 Minimum Reserve Concession Fee	Page 10	Table - 2: Minimum Reserve Concession Fee per Annum Rs. 65,00,00,000 (Rupees Sixty Five Crores) only		Reserve Concession Free per annum is too high, kindly consider and make it Rs 35 cr and confirm.	Tender conditions prevail.
56	Clause-1.14 (d), 1.14 Minimum Reserve Concession Fee	Page 11	d) The Concession Fee quoted by the selected bidder shall remain firm throughout the Concession Period with an annual increase by 5% (five percent) and shall be payable annually in advance, as per the schedule stipulated in the Concession Agreement.	annual increase by 5% (five percent)	Kindly consider and make it 5% after every 3 years.	Tender conditions prevail.
57	6, 1.16 Clause Schedules of Various Stages of selected bidder	Page 12	Commencement of Advance Concession Fee. Though 180 days is granted as free fit-out period from the date of NTP issued. However, Concession Fee shall commence either from (i) the date of first commercial display or (ii) 181st day from the date of NTP whichever is early.	(i) the date of first commercial display.	fees shall be charged on prorate basis in case display starts within Concession free fit-out period, so that BMRCL can start getting revenue early. Pls confirm	Tender conditions prevail.
58	Clause 1.16 8, Schedules of Various Stages of selected bidder	Page 12	Duration Agreement of Concession 12 years, with lock-in period of 4 years, from the date of signing of Concession Agreement. The Concession duration may be extendable up to maximum period of 3 years on mutual agreement i.e., the Total Concession Period shall not exceed 15 years (including extension).		Considering such enormous investment concession period should be at least for 15 years and extendable up to 5 years.	Tender conditions prevail.
59	SECTION-5: OBJECTIVES AND SCOPE OF WORK Clause-5.10	Page-25-26	The Concessionaire shall not display any content that violates applicable laws, promotes obscenity or discrimination, offends public sentiment, or contravenes public policy. Concessionaire shall fully comply with the GBA (BBMP) Advertisement byelaw, and particularly Clause 13 (1) to 14 (a) to (r) of the GBA (BBMP) Advertisement Bylaws 2024. In case of Portal Advertisement, the Concessionaire shall abide by Clause 14 of the BBMP Advertisement Byelaws 2024. While BBMP, under clause 15, is entitled to remove any advertisement which is in contravention of the said Clause 13 and Clause 14, BMRCL too		We BMRCL to take deemed request approval from respective authorities for ease of execution and maintain single window system. Kindly confirm	Tender conditions prevail.

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			reserves the right to order removal of such content without compensation.			
60	SECTION-5: OBJECTIVES AND SCOPE OF WORK Clause-5.11	Page-25-26	The Concessionaire shall be responsible for obtaining all necessary advertisement License, NOCS, and permissions from GBA and other relevant authorities at their own cost and shall ensure full compliance with the BBMP Advertisement Byelaws and other statutory requirements throughout the concession period.		We request BMRCL to take deemed approval from respective authorities for of execution and maintain ease single window system. Kindly confirm	GBA has clarified that BMRCL should operate its tender Contract and city corporation reserves the right to regulate as per bye-law. Both agencies will operate parallelly. Hence, tender condition prevails.
61	SECTION-5: OBJECTIVES AND SCOPE OF WORK Clause-5.12	Page-25-26	The Concessionaire shall ensure payment of Concession fees, in term with the Concession Agreement, and applicable taxes as per prevailing rules and provide documentary proof of compliance to BMRCL periodically or upon request.	Applicable taxes	Request BMRCL to confirm prevailing tax applicable on various corridors so that there is uniform information amongst bidders. Kindly confirm	Bidders are responsible for payment of all statutory fees and applicable levies. BMRCL is not required to provide a comprehensive list of statutory obligations arising under various Acts. The bidders have to assess the applicable taxes.
62	5.17 Condition precedent for Pink and Blue Lines-Corridor IV and Corridor V.	Page-29	iv. BMRCL shall have full discretion to include or exclude any portion of the Pink and Blue Lines from the scope of work based on technical readiness, safety requirements, and legal or regulatory compliance.		Does this means that it may not be handed over to successful bidder at all, please confirm	Please refer to the tender conditions cl. 5.17 and sub clauses which sufficiently explains the position.
63	5.17 Condition precedent for Pink and Blue Lines-Corridor IV and Corridor V.	Page-29	v. The Concessionaire shall be responsible for obtaining applicable No Objection Certificates (NOCs) from BBMP, as per Rule 5(2) of the BBMP Advertisement Byelaws, 2024, and ensure compliance with all applicable permissions and structural safety standards		We request BMRCL to take deemed approval from respective authorities for ease of execution and maintain single window system. Kindly confirm	Please refer Sl. No. 60
64	Minimum B. Concession Fee	Page-30	iv. The Concession Fee quoted by the selected bidder shall remain firm and unchanged throughout the Concession Period, except the addition of the five percentage (5%) of escalation compounded and shall be payable annually in advance, as per the schedule stipulated in the Concession Agreement.		Kindly consider it and make it quarterly.	**Refer Addendum / Corrigendum - 03**
65	Clause 6.2: SECTION-6: ELIGIBILITY TECHNICAL & FINANCIAL CRITERIA FOR BIDDERS	Page-34	6.2 Minimum Capacity: Technical The Bidder shall over the past 3 (Three) financial years preceding the Bid Due Date to fulfil the following criteria: (i) The Bidder is required to demonstrate relevant experience in advertising over	experience in advertising over an area	Does this means advertisement experience of displaying govt advertisement to a tune of 4 lakh sq. ft. and not installation of advertisement media to a tune of 4 lakh sq. ft. Pls confirm.	Please refer Sl. No. 3

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			an area at least equivalent to that of the specific experience must pertain to advertising on piers, poles, portals, or cantilever structures within Government departments, Public Sector Undertakings (PSUs), GBA, Metro Rails, or Urban Local Bodies, or Commercial Advertisement Outdoor in Private Sectors and must have been attained in any one year during the last three financial years, (FY 2022-23, FY 2023-24, and/or FY 2024-25) a Minimum advertisement experience of 4,00,000 sq. ft.			
66	Clause 6.2: SECTION-6: ELIGIBILITY TECHNICAL & FINANCIAL CRITERIA FOR BIDDERS	Page-34	(ii) The Bidder for the Technical Capacity must also undertaken the installation of have LED, backlit, or a combination thereof, display boards covering below mentioned square feet as under in a single project within any Government department, PSU, GBA, Metro Rail, or Urban Local Body during any one year of the last three financial years. This is derived as 30% of the minimum advertisement experience. i.e. 1,20,000sqft..		This is a very specific condition which implies that investment of approx. Rs 72 Cr made in one year considering LED installation of 1.20 Lakh sqft @ Rs 6000 psqft. 30% of LED will not be installed in this project also. Kindly omit this condition.	Please refer Sl. No. 4
67	8.5 The Bidder's competence and capability is proposed to be established by the following parameters:	Page-52, Table-12, Technical Score (TS)	Clause 4: Advertising of backlit boards or billboards or LED or LCD Screens or combination all advertisement medium, in any one year during the last three years ending 31st March, 2025.		This is a very specific condition, Kindly omit this condition.	Yes, as per tender conditions.
68				NHAI Jurisdiction and PermissionsIt is understood that certain viaducts, portals, or box sections covered under this tender may fall within areas governed by the National Highways Authority of India (NHAI).We request BMRCL to kindly confirm:• Whether any of the proposed sites are situated within NHAI-controlled areas.• If so, the number of piers, portals, or box sections falling under NHAI limits.• Whether requisite NOC/permission has already been obtained from NHAI for such locations.In our past experience under a similar tender by Kochi Metro Rail Limited (KMRL), advertisements were not permitted in NHAI-controlled zones,		Please refer Sl. No. 18

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				and subsequent appeals were rejected under the Right of Way Act. Hence, we seek assurance that all necessary approvals have been secured prior to tender issuance. In the event NHAI permissions are pending at the time of award, we request clarity on whether any compensation would be extended to the concessionaire for loss of operational area or revenue.		
69				Change in Tender Criteria Compared to Previous Tenders We observe that the eligibility and evaluation parameters in this tender differ considerably from those adopted in previous BMRCL tenders. We request clarification on the rationale for these modifications, as they appear restrictive and may impact equitable participation.		Please refer Sl. No. 11
70				Restriction on Joint Ventures The current tender conditions do not permit Joint Venture (JV) participation. It is respectfully submitted that most infrastructure and outdoor media tenders across India permit JVs to encourage technical collaboration and financial strength. Allowing JVs would enhance competition and ensure efficient project delivery.		Tender condition prevails
71				Limited Eligibility and Competition The current eligibility criteria may result in very limited participation, potentially restricting fair competition. Proceeding under such conditions may not align with the principles of transparency and competitiveness expected in public procurement.		Tender condition prevails
72				Common Control and Financial Eligibility (Clause 6.1(C)) As per Clause 6.1(C), entities under common control may submit only one bid, while financial capacity must be met on a standalone basis. This creates difficulty for individual promoters operating multiple entities — even if they collectively possess the required financial capacity, they cannot combine financials nor submit more than one bid. We request that BMRCL consider allowing entities under common control to combine their financial credentials to meet eligibility, while maintaining the restriction of only one bid per		Tender condition prevails

S. No	Clause No & Title	Page No in the tender document	RFP Text (as given)	Clarification/query sought by bidder	Suggested modification/s by Bidder	BMRCL's Reply
				promoter group. This would encourage broader and fairer participation.		
73				Request for Review and Revision In light of the above, we respectfully request BMRCL to: • Review and revise the eligibility and financial criteria (particularly the ₹100 crore turnover requirement), which appears disproportionate to the tender scope. • Permit Joint Venture participation to ensure wider competition. • Clarify whether any sites fall under NHAI jurisdiction and confirm that requisite approvals have been obtained. • Allow entities under common control to combine financials for eligibility while maintaining the single-bid condition.		Please refer Sl. No. 18, 70 & 82.
74	Clause 6.2 (ii) – Eligibility Criteria	34	The Bidder for the Technical Capacity must also have undertaken the installation of LED, backlit, or a combination thereof, display boards covering below mentioned square feet as under in a single project within any Government department, PSU, GBA, Metro Rail, or Urban Local Body during any one year of the last three financial years. This is derived as 30% of the minimum advertisement experience. i.e. 1,20,000sqft.	This relates to point (i); the criteria do not match the term in point (i), so the term needs to be corrected.	The Bidder for the Technical Capacity must also have experience in advertising of LED, Backlit, non-lit or a combination thereof, display boards covering below mentioned square feet as under in with any Government department, PSU, GBA, Metro Rail, or Urban Local Body during any one year of the last three financial years. This is derived as 30% of the minimum advertisement experience. i.e. 1,20,000sqft. (Clause 6.2 (ii) is related to Clause 6.2 (i); however, it contradicts Clause 6.2 (i) and is also not aligned with the technical criteria and elevation marks mentioned on page no. 53. This should be corrected, and a corrigendum should be issued to avoid confusion.)	Please refer Sl. No. 4
75	Clause no. 6.6	38	Registration as per the BBMP Advertisement laws 2024,	GBA hold the registration Process	The bidder shall submit the registration certificate as and when the GBA issues the registration certificates.	Tender condition prevails
76	Commencement of Advance Concession Fee.	12	Though 180 days is granted as free fit-out period from the date of NTP issued. However, Concession Fee shall commence either from (i) the date of first commercial display or (ii) 181st day from the date of NTP whichever is early.		The Concession Fee shall not be levied before the completion of 181 days from NTP, even if the bidder begins partial commercial operations during the fit-out period. As this project introduces a new outdoor media format in Bengaluru, where no OOH operations in the past ten years, the fit-out period is essential to complete installations, re-establish the OOH ecosystem, and attract clients back to the medium. Therefore, the initial 180-day fit-	Tender condition prevails

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					out period should be exempt from any Concession Fee to enable sustainable business operations.	
77	Clause no. 5.11 - GBA Advertisement Tax (Byelaws 2024) 25-26	26	Concessionaire to obtain advertisement license/NOCs from GBA and comply with taxes/levies.	Kindly clarify whether the advertisement tax is payable separately in addition to the concession fee or is included within it, and also necessary permissions and NOC from the GBA	BMRCL is the tendering authority, it should handle all matters related to advertising approvals, including obtaining GBA clearances and paying applicable advertisement taxes. These taxes also inclusive the minimum Concession Fee. We, therefore, request BMRCL to issue a corrigendum to the tender clearly confirming that the responsibility for licenses, approvals, and applicable taxes lies with BMRCL, and not with the Concessionaire.	Please refer Sl. No. 18
78	1 Clause 6.2 (il) - Eligibility Criteria	34	The Bidder for the Technical Capacity must also have undertaken the installation of LED, backlit, or a combination thereof, display boards covering below mentioned square feet as under in a single project within any Government department, PSU, GBA, Metro Rail, or Urban Local Body during any one year of the last three financial years. This is derived as 30% of the minimum advertisement experience. i.e. 1,20,000sqft.	This relates to point (i); the criteria do not match the term in point (i, so the term needs to be rectified	"The Bidder for the Technical Capacity must also have experience in advertising using LED, backlit, non-lit, or a combination thereof display boards covering a minimum of 1,00,000 sqft in any Government department, PSU, GBA, Metro Rail, or Urban Local Body during the last Five financial years."	Please refer Sl. No. 4
79	Commencement of Advance Concession Fee	12	Though 180 days is granted as free fit-out period from the date of NTP issued, the Concession Fee shall commence either from (i) the date of first commercial display or (il) 181st day from the date of NTP, whichever is earlier.	Request reconsideration of the Concession Fee commencement date. The current clause discourages early implementation. Since the project introduces a new outdoor media format in Bengaluru (where OOH has been restricted for nearly a decade), the industry needs time to re-establish itself.	The Concession Fee shall commence from the 181st day from the date of NTP, or on a pro-rata basis for the media installed and displayed for commercial bookings	Tender condition prevails
80	1 Clause 6.2 (il) - Eligibility Criteria	34	The Bidder for the Technical Capacity must also have undertaken the installation of LED, backlit, or a combination thereof, display boards covering below mentioned square feet as under in a single project within any Government department, PSU, GBA, Metro Rail, or Urban Local Body during any one year of the last three financial years. This is derived as 30% of the minimum advertisement experience. i.e. 1,20,000sqft.	This relates to point (i); the criteria do not match the term in point (i, so the term needs to be rectified	"The Bidder for the Technical Capacity must also have experience in advertising using LED, backlit, non-lit, or a combination thereof display boards covering a minimum of 1,00,000 sqft in any Government department, PSU, GBA, Metro Rail, or Urban Local Body during the last Five financial years."	Please refer Sl. No. 4
81	6.2 Minimum Technical Capacity:	Page # 34	The Bidder shall over the past 3 (Three) financial years preceding the Bid Due		We request you to add advertising on all kind of formats with various Govt. or Pvt	Please refer Sl. No. 3 & 4

S. No	Clause No & Title	Page No in the tender document	RFP Text (as given)	Clarification/query sought by bidder	Suggested modification/s by Bidder	BMRCL's Reply
			Date to fulfil the following criteria: (i) The Bidder is required to demonstrate relevant experience in advertising over an area at least equivalent to that of the specific experience must pertain to advertising on piers, poles, portals, or cantilever structures within Government departments, Public Sector Undertakings (PSUs), GBA, Metro Rails, or Urban Local Bodies, or Commercial Outdoor Advertisement in Private Sectors and must have been attained in any one year during the last three financial years, (FY 2022–23, FY 2023–24, and/or FY 2024–25) a Minimum advertisement experience of 4,00,000 sqft. (ii) The Bidder for the Technical Capacity must also have undertaken the installation of LED, backlit, or a combination thereof, display boards covering below mentioned square feet as under in a single project within any Government department, PSU, GBA, Metro Rail, or Urban Local Body during any one year of the last three financial years. This is derived as 30% of the minimum advertisement experience. i.e. 1,20,000sqft.		Organisation.	
82	6.3 Financial Capacity:	Page # 35	6.3.1 Turnover: The Bidder shall have achieved a minimum annual turnover of INR 100 Crores (Rupees One Hundred Crores only) from advertisement business alone in any one financial year out of the last three (3) financial years, i.e., 2022-23, 2023-24, or 2024-25.	We request you to consider a minimum of turnover of INR 70 Crores (Rupees Seventy Crores only) from advertisement business alone in any one financial year out of the last three (3) financial years, i.e., 2022-23, 2023-24, or 2024-25. So that many more organisation can participate to make this Tender Successful.		Tender condition prevails
83	Table 12 – Sl. # 4 & 5:	Page # 53	In the technical score table Sl # 4 - weightage points have been given to Advertising of backlit boards or billboards or LED or LCD Screens or combination of all advertisement medium, in any one year during the last three years ending 31st March 2025.	We request you to add advertising on all kind of formats with various Govt. or Pvt Organisation.		Tender condition prevails
84	Table 12 – Sl. 5:	Page # 53	In the technical score table Sl # 5 - weightage points have been given to Experience in metro rail pier and portal	We request you to add advertising on all kind of formats with various Govt. or Pvt Organisation.		Tender condition prevails

S. No	Clause No & Title	Page No in the tender document	RFP Text (as given)	Clarification/query sought by bidder	Suggested modification/s by Bidder	BMRCL's Reply
			advertisement boards			
85	8.19 Payment of Advance Concession Fee		b) The Annual Concession Fee quoted by the selected bidder, and accepted by the BMRCL shall be paid in advance in half yearly instalments. The first half yearly Concession Fee payment shall be made in advance within the completion of 180 days from the date of NTP, and the subsequent half yearly instalments shall be paid in advance of 15 days from the date of commencement of the ensuing half yearly period and the periodicity of payment shall continue until the completion of Concession agreement period or termination. However, failure to make this payment within 180 days shall be treated as a default and attract penal consequences under Clause 11.2 (d) of Section-11 of this Tender Document read along with Clause 4.2 (c) of the Draft Concession Agreement.		We request you to consider the concession fee on the monthly basis instead of half yearly as most corporations do.	**Refer Addendum / Corrigendum No. 3**

Other than, the clarifications provided herein, all other terms and conditions of the tender remain unchanged. The last date and time for uploading the tender on the KPP Portal is 31.10.2025 at 17:29 hours.

Director – Finance
(BMRCL)